

California Arts Day

Ideas for Presenters of the Performing Arts *...From the Simple to the Sublime...*



- **Label** your events that take place on or around October 6 as “California Arts Day” events.
- **Arts Day Logo.** Include the logo on programs around these days or during the month of October.
- **Register** your event on the CAC website page of 2006 Arts Day events throughout the state. [Info soon to be available on the CAC website.]
- **Kids.** At an Arts Day children’s performance, ask all the kids in the audience who take arts classes to stand up...and applaud them.
- **Stickers.** Download the Arts Day sticker package, reproduce it, and distribute to children attending your Arts Day performances.
- **Reception.** Label any reception planned before or after your Arts Day performance a “California Arts Day” event.
- **Discounts.** Consider offering special discounts for your Arts Day events.
- **Restaurants.** Convince local restaurants to offer Arts Day specials and promote that those restaurants are doing so when advertising *your* Arts Day programming.
- **Honor** a local official who has been very supportive of the arts at your performance.
- **Recognition.** Have a local official make a presentation recognizing someone locally who has supported the arts.
- **Distribute information** about the value of the arts to your community and its residents.
- **Press.** Put out a news release supporting California Arts Day in (your community) as it is celebrated throughout the state. [Sample to be available at the CAC website.]

For more on California Arts Day, October 6, 2006, go to: www.cac.ca.gov/117

